

Abstract of the Disclosure

The present invention provides systems and methods for enabling e-commerce merchants to create websites, and for customers of such merchants to access such websites. When an e-commerce function is accessed, a webpage having an HTML tag acting as a placeholder for the invoked function is sent to the transactional control system server. The control system is a server-side application that addresses the e-commerce component of a website. A servlet engine at the server invokes a servlet corresponding to the function specified by the HTML tag. A website can be created and implemented quickly and easily using the E-Commerce Transactional Control System of the present invention.

PCT/US2013/042653